# Summary of Morgan Day, November 5th, 2011

## Overview of Study

On November 5, 2011, the Mystic Seaport and Museum conducted a special celebration of the Charles W. Morgan – in honor of her 70th Anniversary of arriving at Mystic Seaport. The day’s events were advertised in multiple ways, and admission was free for all visitors.

We conducted an exit interview with 52 visitors to the day’s events, focusing on their pre-awareness of the Morgan, their awareness of the day’s activities, their reaction to the day’s events, their likelihood of visiting the Morgan again (either at MSM, or at an off-site port-of-call), and their opinions regarding proposed activities.

# Findings

## Who were the visitors?

Visitors were **evenly split** between male (50%) and female (50%). They tended to be **older** than average – only 10% were under 34 years of age, while 54% were between 35 and 59, and fully 35% were over 60 years of age. Around a third (29%) came with children, while **the majority came with 1 to 4 other adults**.

## Awareness of the event

Most visitors (88%) **were aware** **of the event before** they arrived at the Seaport. The most common ways in which they learned of the event were from the MSM website (33%), and newspaper articles (31%); members newsletters (22%) and “word of mouth” (20%) were also common.

## Awareness of the Morgan (pre- and post-event)

The day’s events were **educational** for both novices and the more well-informed visitors; one-fifth of the visitors claimed they knew “hardly anything” prior to visiting on November 5th; no one claimed that afterwards! And the more-aware visitors also increased their awareness – a third of the sample claimed they “knew a lot” before, and 44% claimed that afterwards.

## Reaction to November 5th events

Around one half of the visitors “just saw whatever was there” at the Seaport, and around one third “concentrated on the Morgan”. Of the activities/events, visitor preferred **tours of the Morgan and being able to see the restoration up close** (31%), followed closely by the **ceremony and the various speakers** (25%). These findings are reinforced by visitors reports of what they actually did on November 5th.; the highest percentage of visitors (83%) attended the **ceremony**; 81% **climbed aboard the Morgan**; 77% **visited the exhibit** about the Morgan’s restoration; and 73% **listened to the live music**. The least frequented activities were the Eyewitness Reunion (37%) and the whale talks (42%).

## Reaction to proposed activities

Visitors are **highly skewed regarding their intention to visit the Morgan** at another port-of-call; 27% are “not likely at all”, while 20% are “very likely”. But in a wider analysis, only 30% are highly likely (8 to 10) compared to almost 50% who report being quite unlikely (1 to 3) to visit the Morgan off-site. Visitors reported **more than average interest in all** the proposed new activities, but they are most interested in an **interactive dockside exhibit** (7.91/10), followed by **demonstrations on maritime trades** such as barrel making and blacksmithing (7.57/10) and following the **voyage online** (7.56); they expressed the **least amount of interest in a geocaching activity** (5.73/10).